

CD70-OWI-010

Baseline

EFFECTIVE DATE:09/12/03

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# ORGANIZATIONAL ISSUANCE

CD70

## Exhibits Operations and Maintenance

APPROVING  
AUTHORITY

NAME

TITLE

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DATE

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09/12/03

CHECK THE MASTER LIST-  
VERIFY THAT THIS IS THE CORRECT VERSION BEFORE USE

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### DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Baseline	Baseline	09/12/03	

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## 1. PURPOSE

This instruction establishes the procedures performed by the Media Relations Department (CD70) that relate to planning, preparing for and executing MSFC public and technical exhibit activities.

The purpose of this instruction is to document the process by which the Media Relations Department's Exhibits Team conducts business, specifically in the conduct of traveling exhibits, MSFC-based displays and support to local community and on-Center special events.

## 2. APPLICABILITY

The procedure applies to the following activities of the Media Relations Department: all CD70-related exhibit and model fabrication, exhibit design, exhibit operations, warehousing and property tracking, metrics and reports.

## 3. APPLICABLE DOCUMENTS

Use current revisions unless there is overriding authority.

NPG-4100.1D	<i>NASA Materials Inventory Management Manual</i>
NPG-4200.2B	<i>Equipment Management Manual for Property Custodians</i>
NPD 1392.1C	<i>Conduct of the NASA's External Education Program</i>

### 3.1.1 Reference Document List.

Use current revisions unless there is overriding authority.

NPG-1382	<i>NASA Exhibits Program</i>
NPG-1380	<i>NASA Graphic Standards</i>
MPG-1380.2	<i>Center Public Exhibits Guidance and Process</i>
NAS8-02047	<i>CaER Support Contract Scope of Work</i>
Dated 6/96	<i>Smithsonian Guidelines for Accessible Exhibition Design</i>

## 4. DEFINITIONS

CaER – Customer and Employee Relations Directorate

Client – Generally refers to the direct recipient of contract services; fund-giver; internal to NASA.

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Content Monitor – The person identified by the Client for monitoring the content, funds, transfer, operations, design and other issues unique to their organization’s exhibit program.

Customer – Generally refers to the ultimate recipient of contract services; external to NASA.

MSFC – Marshall Space Flight Center

Exhibits Supervisor – Contractor supervisor of all CD70 supported exhibits activities.

Public Exhibits Coordinator – Per NPD 1382, the person at MSFC assigned implementing responsibility for public exhibits.

Technical Monitor – Persons identified by the CaER COTR for monitoring the business, funding, scheduling and prioritizing issues associated with contractor-operated exhibit activities.

Starship 2040 Manager – CD70 civil servant who manages Starship 2040 operations.

Institutional Exhibits Manager – CD70 civil servant overseeing all exhibits activities conducted by the Media Relations Department for the institution.

Exhibits Specialist – Contractor performing exhibits construction and maintenance, etc.

Exhibits Designer – Contractor performing exhibits design and graphics work.

Outreach Coordinator – Contractor responsible for operating CD70 supported exhibits.

Exhibits Outreach Assistant – Contractor who maintains exhibits inventory and assists the exhibits supervisor.

## 5. INSTRUCTIONS:

### 5.1. Conceptualize/Build/Repair Exhibitry.

- 5.1.1. The Client’s the Public Exhibits Coordinator, CD70 Manager and contractor personnel may identify requirements for exhibitry construction and/or repair.
- 5.1.2. The CaER contractor Exhibits Supervisor or their designee will submit the requirements, estimated costs and expected timeline for completion to the CD70 Public Exhibits Coordinator for concurrence. Upon receipt of concurrence, the CD70 contractor Exhibits Supervisor will initiate the work.

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- 5.1.3. The CaER contractor exhibits personnel will construct, repair, and/or refurbish the exhibitry to the specifications outlined in the work request.
- 5.1.4. To ensure that the craftsmanship of work meets NASA and MSFC quality standards, the CaER contractor Exhibits Supervisor, along with the CaER contractor exhibit specialist(s), will inspect the exhibitry prior to display.

## 5.2. PREPARATION OF EXHIBITS PRODUCTS:

- 5.2.1. The CD70 Public Exhibits Coordinator or the Client will formally request exhibitry products.
- 5.2.2. The CaER contractor Exhibits Supervisor or their designee will submit requirements, estimated cost of fulfilling requirements and expected timeline for completion to the requester for approval.
- 5.2.3. Upon approval the Exhibits Supervisor will submit the information to the CD70 Public Exhibits Coordinator for concurrence.
- 5.2.4. Upon receipt of concurrence by the CD70 Public Exhibits Coordinator, the contractor Exhibits Supervisor will assign work to appropriate contractor personnel which may include exhibit specialists, outreach coordinators, graphic designers and the exhibits outreach assistant.
- 5.2.5. The Exhibits Supervisor approves the list of products for each exhibit request. Contract personnel then create the products. Exhibits Supervisor ensures the quality by inspections, reviews and other measures.

## 5.3. STAFFING EXHIBITS:

- 5.3.1. The Outreach Coordinator or Exhibits Supervisor will work with the technical monitor to ensure exhibits are properly staffed. As a general policy, all exhibits presented to public audiences will be staffed by either contractors or civil servants, not just for reasons of security and safety but to better communicate NASA and MSFC messages.
- 5.3.2. Clients will fund contractor staffing for their exhibits and may provide additional staffers, preferably technical experts with good communication skills. The

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Institutional Exhibits Manager will work with Clients and the CaER contractor, as well as other appropriate sources for staffing of institutional exhibits.

- 5.3.3. The CaER contractor will ensure all staffers are trained on proper booth etiquette, non-verbal communication, safety and Client messages and topical issues.
- 5.3.4. Outreach coordinators will provide Exhibits Supervisor and the Public Exhibits Coordinator daily inputs in an agreed upon format, after action reports, and event follow-up actions as required. These may include passing on leads and contacts as appropriate and reports of needed maintenance and repairs.

#### 5.4. PROPERTY INVENTORY AND WAREHOUSING:

- 5.4.1. The Exhibits Outreach Assistant, in compliance with NPG 4100.1D and NPG 4200.2B, will track a current inventory of Marshall's Exhibit Program models and exhibits on Center as well as those on loan to museums, organizations and agencies.
- 5.4.2. Theft, loss of property and damage will be properly documented and reported.
- 5.4.3. The Exhibits Outreach Assistant will receive and inventory NASA HQ publications and educator guides sent to Marshall to be used for educational activities, in compliance with NPD 1392.1C.
- 5.4.4. The Exhibits Outreach Assistant will track a separate inventory of Marshall's Exhibit Program non-NEMS but sensitive exhibitry, artifacts demonstrations, models and electronics on Center used by the MSFC Exhibits Program or loaned to museums, organizations and agencies.
- 5.4.5. The Exhibits Outreach Assistant will ensure the physical security of MSFC's assigned lunar sample.

#### 5.5. SHIPPING EXHIBITS:

- 5.5.1. The Exhibits Outreach Assistant will obtain a shipping memo from the requestor for items to be sent to the desired location. Clients will provide shipping charge codes for their requirements.
- 5.5.2. The Exhibits Outreach Assistant and/or outreach coordinators will complete the electronic MSFC form 57 and e-mail the document to the Transportation Department for transportation arrangements. CD70 will submit documentation as

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early as possible to give shippers adequate time to find and contract with reliable carriers.

- 5.5.3. Contractor technicians are responsible for the proper condition of shipping crates of hardware under the contractor's care, identifying repairs to the contractor Exhibits Supervisor, ensuring exhibits are packed properly in their crates and ensuring crates are physically delivered to the MSFC loading dock as required and when required.

6. NOTES: None

7. SAFETY PRECAUTIONS AND WARNING NOTES: None

8. APPENDICES, DATA, REPORTS, AND FORMS:

8.1.1.1.MSFC 57 *Marshall Space Flight Center Shipping Document*

9. RECORDS: None

10. TOOLS, EQUIPMENT, AND MATERIALS:

Exhibit Design and Fabrication Tools.

11. PERSONNEL TRAINING AND CERTIFICATION:

Forklift Certification and Media Training

12. FLOW DIAGRAM: None